



AN ASSESSMENT OF PATIENT SATISFACTION LEVEL IN A PUBLIC HOSPITAL OF RAJASTHAN

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ABSTRACT

Nowadays, patient satisfaction is the key factor to evaluate the performance of every hospital. For every successful health care organization, Patient satisfaction is an important factor to assess and improvise their performance level. This study seeks to identify the overall service quality factors with respect to their age and gender respectively that influence the level of patient satisfaction. A survey was conducted among 100 patients of the public hospital. We used convenient sampling method to obtain the information from the patients towards various quality dimensions. Older patients was found to be more satisfied to the younger one with respect to the age factor and male patients tend to be more satisfied than the female with respect to the gender factor.

Keywords: patient satisfaction, public hospital, service quality factors.

1. Introduction:

The service industries are being paying more attention to their customers nowadays. The health care industry is the only one service industry that measures its success by their quality outcome that leads to the patient satisfaction. Hence, patient satisfaction is becoming more important in the present environment for the success of every health care organization.

The patient's perspective and its feedback play a very important role to assess the healthcare delivery process. Patient's perspective about the level of health care results in feedback, which is very useful to promote standardized health care quality level. Although patient satisfaction surveys are increasingly endorsed as a means of understanding health care service quality, for various reasons it could be argued that their function should include a measurement to quantity perceptions (Crow et al., 2002).

It is being understood now that the surveys related to patient satisfaction is an easy way to identify the systematic ways to improve the existing practices, results in better care and patients happier. It also improves the whole organization structure and customer loyalty towards the health care industry. It can only be possible when the employees play their role sincerely and make sure that they have the proper tools and talents to do their jobs. Despite all these, the best utilization of patient satisfaction surveys can retain the patients and build their trust towards the health care organization.

1.1 Research Objectives:

1. To analyze the Patient satisfaction level in public Hospital with regards to overall hospital services.
2. To check whether satisfaction level of patients varies according to age.
3. To check whether satisfaction level varies with respect to gender.

1.2 Hypothesis:

Ho (Null Hypothesis):-

1. There is no significant difference in Patient Satisfaction Level with regards to the overall hospital services according to the age factor.
2. There is no significant difference in Patient Satisfaction Level with regards to the overall hospital services according to the gender factor.

Ha (Alternate Hypothesis):-

1. There is significant difference in Patient Satisfaction Level with regards to the overall hospital services according to the age factor.

2. There is significant difference in Patient Satisfaction Level with regards to the overall hospital services according to the gender factor.

2. Materials and Methods:

This study identify the information on the overall service quality factors with regards to the age and gender variables in a public hospital of Rajasthan. We used convenient sampling method for this study on patient satisfaction. A self administered questionnaire was used in the survey and t effects of dependent and independent variables were assessed by a 5-point Likert scale. This is a cross sectional survey in which primary data was collected from a sample of target population. The sample size was 100.

2.1 Data analysis and Interpretation:

Analysis of Satisfaction Level of Patients of a Public Hospital

Table 1: Distribution of Respondents according to Age

Age Group	N	%
Young	68	68.00
Old	32	32.00
Total	100	100.00

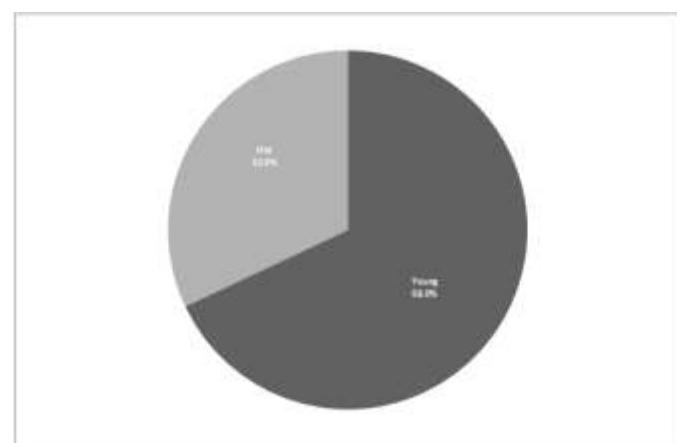


Figure 1 shows the distribution level of old and young patients

As shown in the above table, we have taken two types of patient's i.e. young patients who are in the age group below 40 and old patients who are in the age group of 40 or above. N= number of respondents.

Table 2: Distribution of Respondents according to Gender

Gender	N	%
Male	56	56.00
Female	44	44.00
Total	100	100.00

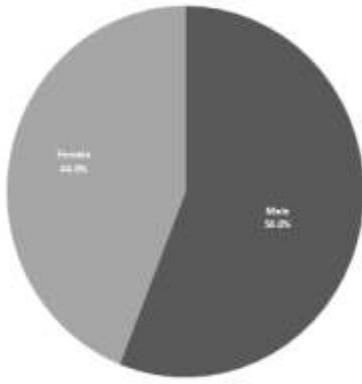


Figure 2 shows the male and female distribution level

As shown in the above table 2, there are 56 male patients and the 44 female patients out of 100. N= number of respondents

Table 3: Overall Satisfaction Level Age Group wise

Gender	N	Mean	SD	Z	Result
Young	68	3.04	1.35	-2.29	*
Old	32	3.56	0.88		

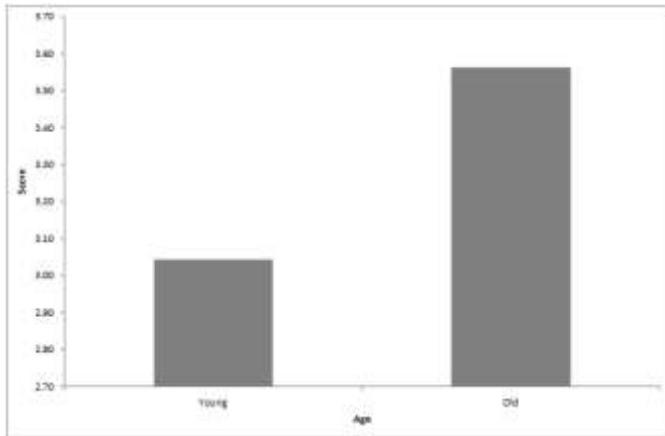


Figure 3 shows the satisfaction level of young and old patients

As shown in the above figure and table 3, the satisfaction level of patients who are old and who are young differ significantly ($z = -2.29$, $p < 0.05$). The satisfaction level of young patients was found to be significantly low compared to the older one. Hence, H0 1 is rejected.

Table 4: Overall Satisfaction Level Gender wise

Gender	N	Mean	SD	Z	Result
Male	56	3.45	1.22	2.19	*
Female	44	2.91	1.22		

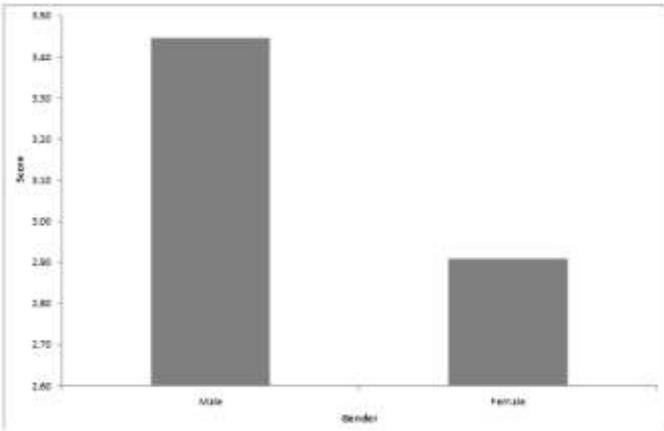


Figure 4 shows the satisfaction level of male and Female patients

As shown in the above figure and table 4, the satisfaction level of male patients was found to be significantly high as compared to the female one. Hence, H0 2 is rejected.

3. Results and discussion:

With reference to the data analysis and their interpretation, we found that:

- Younger patients are lesser satisfied than the older one. It might be because of several reasons like younger patients want fast and quick treatment plans that is not possible for each and every case and older patients visit regularly to their concerned doctor for their further treatment.

Suggestions: Hospitals should develop some faster treatment plans to attract the younger crowd.

Hospitals should publicize their facilities and new technologies day by day.

Hospitals should include the name of their renowned doctors and staff in their advertisement plan.

Hospitals should develop the facility of telemedicine to make the treatment more faster and easier.

- Male patients tend to be more satisfied than the female one. It may have several reasons like female doesn't want to share the detail history of their disease and sometimes feel shy towards these.

Suggestions: There should be a separate counselor for the female patients to understand their problems and give them a suitable solution.

There should be some convenient timing to better counsel the female patients accordingly.

Hospitals should provide some more facilities to the female patients with their treatment as a free package or a nominal fee amount to them.

Hospitals should better develop the maternity facilities and after care also to attract the female patients.

Hospitals should organize the free camps and promotional activities also to better convince the female patients.

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